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**FEB 17 2005**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

First Named Applicant: Plow	)	Art Unit: 3622
	)	
Serial No.: 09/922,201	)	Examiner: Lastra
	)	
Filed: August 2, 2001	)	STL9-2000-0037-US1
	)	
For: <b>SYSTEM, METHOD, AND COMPUTER</b>	)	February 17, 2005
<b>PROGRAM PRODUCT FOR SELECTIVELY</b>	)	750 B STREET, Suite 3120
<b>DISPLAYING INTERNET ADVERTISEMENTS</b>	)	San Diego, CA 92101
	)	

**RESPONSE TO OFFICE ACTION**

Commissioner of Patents and Trademarks  
Washington, DC 20231

Dear Sir:

The purpose of this amendment is simply to move certain dependent claim limitations (along with any relevant intervening claims) into the independent claims to place the application in better condition for appeal.

This amendment is in response to the final rejections in the Office Action dated February 8, 2005.

11765.AM3